

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (currently amended): A networked interactive system for display of product information to a plurality of consumers, comprising:

- a. a multimedia forum for enabling the consumers to communicate with each other and at least one sponsor; ~~and~~
- b. a multimedia interface for enabling the consumers to modify and view the product information; and
- c. the product information comprising multimedia brand information and the multimedia interface enabling the consumers to modify and display the multimedia brand information;

wherein the product information, multimedia brand information, and the multimedia interface are updated based upon the consumers' actions and communicated to the sponsor.

Claim 2 (original): A system as recited by claim 1, wherein the consumers communicate via a focus group.

Claim 3 (original): A system as recited by claim 2, wherein the focus group interaction is real time and led by a moderator.

Claim 4 (original): A system as recited by claim 2, wherein the focus group interaction comprises question and answer sessions.

Claim 5 (original): A system as recited by claim 1, wherein the product information comprises images stored as vector graphics.

Claim 6 (original): A system as recited by claim 1, wherein the consumer interacts with the system via a Web browser.

Claim 7 (original): A system as recited by claim 1, wherein the product information is encoded in an active server page (ASP).

Claim 8 (original): A system as recited by claim 1, wherein the multimedia interface is customized by a system administrator to reflect each consumer's interests.

Claim 9 (original): A system as recited by claim 1, wherein the system comprises at least one database server connected to at least one product information server, the at least one product information server being connected to at least one client workstation.

Claim 10 (original): A system as recited by claim 9, wherein said client workstation software comprises at least one of the following: an Active X control, a Java Applet or a Shockwave Movie.

Claim 11 (original): A system as recited by claim 1, wherein the consumer can edit the product information using graphics tools.

Claim 12 (original): A system as recited by claim 1, wherein the consumer can add multimedia product information to the system.

Claim 13 (original): A system as recited by claim 1, further comprising a chat feature.

Claim 14 (original): A system as recited by claim 11 or 12, wherein the consumer's modification to the product information is stored as a series of instructions.

Claim 15 (original): A system as recited by claim 1, wherein the system is customized to reflect the interests of a group of consumers.

Claim 16 (original): A system as recited by claim 14, wherein a history of the modifications to the multimedia interface by the consumer is stored, enabling the system to recreate the multimedia interface in its previous formats.

Claim 17 (original): A system as recited by claim 1 or 12, wherein the product information is interchangeable, enabling the system to be utilized with a plurality of brands.

Claim 18 (original): A system as recited by claim 11 or 12, wherein the system administrator can control:

- a. a length and width of the multimedia interface presented to the consumer;
- b. a length of time the consumer modifications persist;
- c. consumer access to the system;
- d. promotions and prizes distributed through the multimedia forum;
- e. a schedule of focus groups, interviews, and chats enabled through the multimedia interface;
- f. a mailing list of consumers accessing the system; and
- g. consumer assistance.

Claim 19 (original): A system as recited by claim 9, wherein consumer interaction with the multimedia forum is distributed among a plurality of product information servers.

Claim 20 (original): A system as recited by claim 1, wherein system information comprising consumer profile data, multimedia product information, and consumer responses is stored in a relational database.

Claim 21 (original): A system as recited by claim 9, wherein the consumers can rate the multimedia interface and portions thereof, their ratings being stored in the database server.

Claim 22 (original): A system as recited by claim 11 or 12, wherein the sponsor can configure the multimedia interface and generate reports based on information stored in the database server.

Claim 23 (original): A system as recited by claim 9, wherein the client workstation is a personalized digital assistant (PDA).

Claim 24 (original): The system as claimed in claim 9, wherein the client workstation is a kiosk.

Claim 25 (currently amended): A method for displaying product information to a plurality of consumers in a networked interactive system, comprising the steps of:

- a. connecting the consumers and at least one sponsor so that they can communicate with each other in a multimedia forum;
- b. providing a multimedia interface to the consumers with which the consumers can modify and view the product information;
- c. updating the product information and the multimedia interface based upon the consumers' actions; ~~and~~
- d. communicating the updating to the sponsor[.]; and
- e. the product information comprising multimedia brand information and the multimedia interface enabling the consumers to modify and display the multimedia brand information.

Claim 26 (currently amended): A method as recited by claim ~~27~~ 25, wherein the consumers communicate via a focus group.

Claim 27 (original): A method as recited by claim 26, wherein the focus group interaction is real time and led by a moderator.

Claim 28 (original): A method as recited by claim 26, wherein the focus group interaction comprises question and answer sessions.

Claim 29 (original): A method as recited by claim 25, wherein the product information comprises images stored as vector graphics.

Claim 30 (original): A method as recited by claim 25, wherein the consumer interacts with the system via a Web browser.

Claim 31 (original): A method as recited by claim 25, wherein the product information is encoded in an active server page (ASP).

Claim 32 (original): A method as recited by claim 25, wherein the multimedia interface is customized by a system administrator to reflect each consumer's interests.

Claim 33 (original): A method as recited by claim 25, wherein the system comprises at least one database server connected to at least one product information server, the product information server being connected to at least one client workstation.

Claim 34 (original): A method as recited by claim 33, wherein the client workstation software comprises at least one of the following: an Active X control, a Java Applet or a Shockwave Movie.

Claim 35 (original): A method as recited by claim 25, wherein the consumer can edit the product information using graphics tools.

Claim 36 (original): A method as recited by claim 25, wherein the consumer can add multimedia product information to the system.

Claim 37 (original): A method as recited by claim 25, further comprising providing a chat feature wherein the consumers and the sponsor's representative can communicate real time.

Claim 38 (original): A method as recited by claim 35 or 36, wherein the consumer's modification to the product information is stored as a series of instructions.

Claim 39 (original): A method as recited by claim 25, wherein the system is customized to reflect the interests of a group of consumers.

Claim 40 (original): A method as recited by claim 38, wherein a history of the modifications to the multimedia interface by the consumer is stored, enabling the system to recreate the multimedia interface in its previous formats.

Claim 41 (original): A method as recited by claim 25, wherein the system can generate a snapshot of the multimedia user interface in a format, which can be emailed.

Claim 42 (original): A method as recited by claim 25, wherein the product information is interchangeable enabling the system to be utilized with a plurality of brands.

Claim 43 (original): A method as recited by claim 35 or 36, wherein the system administrator can control:

- a. a length and width of the multimedia user interface presented to the consumer;
- b. a length of time the consumer modifications persist;
- c. user access to the system;
- d. promotions and prizes distributed through the multimedia forum;
- e. a schedule of focus groups enabled through the multimedia interface;
- f. a mailing list of consumers accessing the system; and
- g. consumer assistance.

Claim 44 (original): A method as recited by claim 33, wherein consumer interaction with the multimedia forum is distributed among a plurality of product information servers.

Claim 45 (original): A method as recited by claim 25, wherein system information comprising consumer profile data, multimedia product information, and consumer responses is stored in a relational database.

Claim 46 (original): A method as recited by claim 33, wherein the consumers can rate the multimedia interface and portions thereof, their ratings being stored in the database server.



Claim 47 (original): A system as recited by claim 35 or 36, wherein the sponsor can configure the multimedia interface and generate reports based on information stored in the database server.

Claim 48 (original): A method as recited by claim 33, wherein the client workstation is a personal digital assistant (PDA).

Claim 49 (original): A method as recited by claim 33, wherein the client workstation is a kiosk.

Claim 50 (original): A method for displaying product information to a plurality of consumers in a networked interactive system, comprising:

- a. means for connecting the consumers and at least one sponsor so that they can communicate with each other in a multimedia forum;
- b. means for providing a multimedia interface to the consumers with which the consumers can modify and view the product information;
- c. means for updating the product information and the multimedia interface based upon the consumers' actions; and
- d. means for communicating the updating to the sponsor.

Claim 51 (original): Computer-executable process steps for displaying product information to a plurality of consumers in a networked interactive system, the computer-executable process steps being stored on a computer-readable medium comprising:

- a. a connecting step for connecting the consumers and at least one sponsor so that they can communicate with each other in a multimedia forum;

- b. a presentation step for providing a multimedia interface to the consumers with which the consumers can modify and view the product information;
- c. an updating step for updating the product information and the multimedia interface based upon the consumers' actions; and
- d. a communicating step for communicating the updating to the sponsor.

Claim 52 (original): A system as recited by claim 1, with which the consumers can interact, every day of the week and every hour of the day.

Claim 53 (original): A system as recited by claim 1, wherein a licensing fee charged the sponsor varies directly with the number of features of the multimedia interface, which the sponsor licenses.

Claim 54 (original): A system as recited by claim 8, wherein the multimedia interface includes the following elements:

- a. at least one graffiti frame window for displaying the product information and personal information; and
- b. a scrollable wall window, of a greater width and height than the graffiti frame window, for containing the graffiti frame window.

Claim 55 (original): A system as recited by claim 54, wherein the system administrator places predefined graphics on the graffiti frame window and associates each predefined graphic with a predetermined functionality.

Claim 56 (original): An unmoderated, networked interactive system for display of product information to a plurality of consumers, comprising:

- a. a multimedia forum for enabling the consumers to communicate with each other and
- b. a multimedia interface for enabling the consumers to modify and view the product information;

wherein the product information and the multimedia interface are updated based upon the consumers' actions.

Claim 57 (original): A system as recited by claim 1, wherein a discount coupon for at least one product displayed can be printed by the consumer.

Claim 58 (original): A system as recited by claim 57, wherein the discount coupon can be redeemed on a website.

Claim 59 (original): As system as recited by claim 57 where the discount coupon can be redeemed at a store.

Claim 61 (original): A system as recited by claim 1, wherein the system enables the consumer to indicate the product the consumer wishes to purchase and to initiate its purchase.

Claim 61 (original): A system as recited by claim 1, wherein the multimedia interface enables the consumer to establish a virtual three-dimensional room for display of the product information.

Claim 62 (original): A system as recited by claim 1, wherein the product information and the multimedia interface form a projected image for viewing on a designated viewing area.

Claim 63 (original): A system as recited by claim 62, wherein the projected image is a GUI, the consumer being able to select objects and commands on the GUI and manipulate them by gesturing.

Claim 64 (original): A system as recited by claim 63 wherein the projected image is an image of a room containing objects and the consumer can rearrange the objects.

Claim 65 (original): A system as recited by claim 1, wherein the product information is incorporated into a story.

Claim 66 (original): A system as recited by claim 1, wherein the consumers communicate using at least one of the following types of devices: a laptop, a PDA, a cell phone, a computer, a kiosk.

Claim 67 (original): As system as recited by claim 1, wherein the consumer can print a predefined portion of the displayed product information.

Claim 68 (original): A system as recited by claim 11 or 12, wherein the consumer can control:

- a. a length and width of the multimedia interface presented to the consumer;
- b. a length of time the consumer modifications persist; and
- c. consumer access to the system.

Claim 69 (original): A system as recited by claim 1, wherein the consumer can upload multimedia personal information and product information to the system.

Claim 70 (original): A system as recited by claim 69, wherein the consumer can edit the uploaded multimedia personal information.

Claim 71 (original): A system as recited by claim 1, wherein the sponsor and the consumers can segment the multimedia interface into more than one segment and restrict access to each segment.

Claim 72 (original): A system as recited by claim 1, wherein the modified product information and the multimedia interface form an entry in a searchable directory of systems.

Claim 73 (original): A system as recited by claim 72, wherein the searchable directory of systems includes advertising.

Claim 74 (original): A system as recited by claim 72, wherein the searchable directory is searchable by category.

Claim 75 (original): A system as recited by claim 72, wherein the searchable directory is searchable by a number of times the modified product information and multimedia interface have been viewed by the consumers.

Claim 76 (original): A system as recited by claim 72, wherein the searchable directory is searchable by keyword.

Claim 77 (original): A system as recited by claim 16, wherein a selection of the previous formats is made available for viewing by the consumers and the sponsor.

Claim 78 (original): A system as recited by claim 1, wherein the consumer initiates a communication with the sponsor and a record of the communication is stored .

Claim 79 (original): A system as recited by claim 70, wherein the multimedia interface includes the following elements:

- a. at least one graffiti frame window for displaying the product information and the personal information;
- b. a scrollable wall window, of a greater width and height than the frame window, for containing the graffiti frame window;
- c. at least one icon with which the consumers can create and edit the product information;
- d. at least one icon with which the consumers can create and edit the personal information;
- e. at least one icon with which the consumers can email the personal and product information; and
- f. at least one icon with which the consumers can rate the personal and product information.

Claim 80 (original): A system as recited by claim 79, wherein the consumer can create multimedia personal and product information using at least one of the following tools:

- a. a picts tool for creating still and animated image information;

- b. an audio tool for creating sound sequence information;
- c. a text tool for creating text information;
- d. a video tool for creating video information; and
- e. an editing tool for modifying and manipulating the multimedia personal and product information the consumer creates using tools a-d.

Claim 81 (original): A system as recited by claim 79, wherein the consumer can upload multimedia personal and product information for placement in the graffiti frame window.

Claim 82 (original): A system as recited by claim 81, wherein the uploaded multimedia personal information comprises an image of a room in the consumer's home and the product information comprises images of furniture offered by the sponsor and the consumer creates a virtual room, in the graffiti frame window, by incorporating the images of the sponsor's furniture within the image of the consumer's room.

Claim 83 (original): A system as recited by claim 81, wherein the uploaded multimedia personal information comprises an image of the consumer's body and the product information comprises clothing offered by the sponsor and the consumer virtually models the clothing by arranging the clothing on the image of the consumer's body, in the graffiti frame window.

Claim 84 (original): A system as recited by claim 81, wherein the uploaded multimedia personal information comprises a video clip.

Claim 85 (original): A system as recited by claim 81, wherein the uploaded multimedia personal information comprises an audio sequence.

Claim 86 (original): A system as recited by claim 79, wherein the information to be displayed in the graffiti frame window is initially invisible, becoming visible only when the consumer's cursor is positioned at a predetermined coordinate of the graffiti frame window.

Claim 87 (original): A system as recited by claim 86, wherein the multimedia personal and product information displayed in the graffiti frame window becomes visible in a predetermined sequence.

Claim 88 (original): A system as recited by claim 13, wherein the chat feature enables the consumer to initiate a private chat.

Claim 89 (original): A system as recited by claim 13, wherein the chat feature enables the sponsor to initiate a private chat.

Claim 90 (original): A system as recited by claim 89, wherein the consumer can observe the private chat and participate by submitting questions through a moderator.

Claim 91 (original): A system as recited by claim 90 wherein the chat questions submitted by the moderator are stored.



Claim 92 (original): A method as recited by claim 25, wherein the consumers can interact with the system every day of the week and every hour of the day.

Claim 93 (original): A method as recited by claim 25, wherein a licensing fee charged the sponsor varies directly with the number of features of the multimedia interface, which the sponsor licenses.

Claim 94 (original): A method as recited by claim 32, wherein the multimedia interface includes the following elements:

- a. at least one graffiti frame window for displaying the product information and personal information; and
- b. a scrollable wall window, of a greater width and height than the graffiti frame window, for containing the graffiti frame window.

Claim 95 (original): A method as recited by claim 94, wherein the system administrator places predefined graphics on the graffiti frame window and associates each predefined graphic with a predetermined functionality.

Claim 96 (original): A method for displaying product information to a plurality of consumers, in an unmoderated, networked interactive system comprising the steps of:

- c. a multimedia forum for enabling the consumers to communicate with each other and
- d. a multimedia interface for enabling the consumers to modify and view the product information;

wherein the product information and the multimedia interface are updated based upon the consumers' actions.

Claim 97 (original): A method as recited by claim 25, wherein the multimedia interface enables the consumer to print a discount coupon for at least one product.

Claim 98 (original): A method as recited by claim 97, wherein the discount coupon can be redeemed on a website.

Claim 99 (original): As method as recited by claim 97 where the discount coupon can be redeemed at a store.

Claim 100 (original): A method as recited by claim 25, wherein the system enables the consumer to indicate the product the consumer wishes to purchase and to initiate its purchase.

Claim 101 (original): A method as recited by claim 25, wherein the multimedia interface enables the consumer to establish a virtual three-dimensional room for display of the product information.

Claim 102 (original): A method as recited by claim 25, wherein the product information and the multimedia interface form a projected image for viewing on a designated viewing area.

Claim 103 (original): A method as recited by claim 102, wherein the projected image is a GUI, the consumer being able to select objects and commands on the GUI and manipulate them by gesturing.

Claim 104 (original): A method as recited by claim 103 wherein the projected image is an image of a room containing objects and the consumer can rearrange the objects.

Claim 105 (original): A method as recited by claim 25, wherein the product information is incorporated into a story.

Claim 106 (original): A method as recited by claim 25, wherein the consumers communicate using at least one of the following types of devices: a laptop, a PDA, a cell phone, a computer, a kiosk.

Claim 107 (original): As method as recited by claim 25, wherein the multimedia interface enables the consumer to print a predefined portion of the displayed product information.

Claim 108 (original): A method as recited by claim 35 or 36, wherein the consumer can control:

- a. a length and width of the multimedia interface presented to the consumer;
- b. a length of time the consumer modifications persist; and
- c. consumer access to the system.

Claim 109 (original): A method as recited by claim 25, wherein the consumer can upload multimedia personal information and product information to the system.

Claim 110 (original): A method as recited by claim 109, wherein the consumer can edit the uploaded multimedia personal information.

Claim 111 (original): A method as recited by claim 110, wherein the sponsor and the consumers can segment the multimedia interface into more than one segment and restrict access to each segment.

Claim 112 (original): A method as recited by claim 25, wherein the modified product information and the multimedia interface form an entry in a searchable directory of systems.

Claim 113 (original): A method as recited by claim 112, wherein the searchable directory of systems includes advertising.

Claim 114 (original): A method as recited by claim 112, wherein the searchable directory is searchable by category.

Claim 115 (original): A method as recited by claim 112, wherein the searchable directory is searchable by a number of times the modified product information and multimedia interface have been viewed by the consumers.

Claim 116 (original): A method as recited by claim 112, wherein the searchable directory is searchable by keyword.

Claim 117 (original): A method as recited by claim 41, wherein a selection of the previous formats is made available for viewing by the consumers and the sponsor.

Claim 118 (original): A method as recited by claim 25, wherein the consumer initiates a communication with the sponsor and a record of the communication is stored .

Claim 119 (original): A method as recited in claim 110, wherein the multimedia interface includes the following elements:

- a. at least one graffiti frame window for displaying the product information and the personal information;
- b. a scrollable wall window, of a greater width and height than the frame window, for containing the graffiti frame window;
- c. at least one icon with which the consumers can create and edit the product information;
- d. at least one icon with which the consumers can create and edit the personal information;
- e. at least one icon with which the consumers can email the personal and product information; and
- f. at least one icon with which the consumers can rate the personal and product information.

Claim 120 (original): A method as recited in claim 119, wherein the consumer can create multimedia personal and product information using at least one of the following tools:

- a. a picts tool for creating still and animated image information;
- b. an audio tool for creating sound sequence information;
- c. a text tool for creating text information;
- d. a video tool for creating video information; and

e. an editing tool for modifying and manipulating the multimedia personal and product information the consumer creates using tools a-d.

Claim 121 (original): A method as recited in claim 119, wherein the consumer can upload multimedia personal and product information for placement in the graffiti frame window.

Claim 122 (original): A method as recited by claim 121, wherein the uploaded multimedia personal information comprises an image of a room in the consumer's home and the product information comprises images of furniture offered by the sponsor and the consumer creates a virtual room, in the graffiti frame window, by incorporating the images of the sponsor's furniture within the image of the consumer's room.

Claim 123 (original): A method as recited by claim 121, wherein the uploaded multimedia personal information comprises an image of the consumer's body and the product information comprises clothing offered by the sponsor and the consumer virtually models the clothing by arranging the clothing on the image of the consumer's body, in the graffiti frame window.

Claim 124 (original): A method as recited by claim 121, wherein the uploaded multimedia personal information comprises a video clip.

Claim 125 (original): A method as recited by claim 121, wherein the uploaded multimedia personal information comprises an audio sequence.

Claim 126 (original): A method as recited in claim 119, wherein the information to be displayed in the graffiti frame window is initially invisible, becoming visible only when the consumer's cursor is positioned at a predetermined coordinate of the graffiti frame window.

Claim 127 (original): A method as recited in claim 126, wherein the multimedia personal and product information displayed in the graffiti frame window becomes visible in a predetermined sequence.

Claim 128 (original): A method as recited by claim 13, wherein the chat feature enables the consumer to initiate a private chat.

Claim 129 (original): A method as recited by claim 37, wherein the chat feature enables the sponsor to initiate a private chat.

Claim 130 (original): A method as recited by claim 129, wherein the consumer can observe the private chat and participate by submitting questions through a moderator.

Claim 131 (original): A system as recited by claim 130 wherein the chat questions submitted by the moderator are stored.

Claim 132 (original): A system as recited by claim 81, wherein the uploaded multimedia personal information comprises an image of a room or other physical environment associated with the consumer and the product information comprises images from the sponsor such as staff

members, automobiles or furniture and the consumer creates a virtual place, in the graffiti frame window, by incorporating the sponsor's images within the image of the consumer's uploaded environment.

Claim 133 (original): A system as recited by claim 1, wherein the system can generate a snapshot of the multimedia interface in a format which can be emailed.